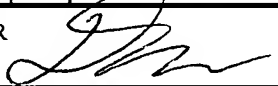


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U.S. PATENT DOCUMENTS									
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
DR	AA	7,072,848	07/2006	Boyd et al.	<del>—</del>				
DR	AB	5,832,456	11/1998	Fox et al.	<del>—</del>				
DR	AC	2002/0169657	11/2002	Singh et al.	<del>—</del>				
DR	AD	2006/0161504	07/2006	Walser et al.	<del>—</del>				
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U.S. PATENT DOCUMENTS									
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
<i>MR</i>	AA	7,062,447	06/13/06	Valentine et al.	<i>---</i>				
<i>MR</i>	AB	2004/0243432	12/02/04	Kelly et al.	<i>---</i>				
<i>MR</i>	AC	2005/0108070	05/19/05	Kelly et al.	<i>---</i>				
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)									
<i>MR</i>	CA	Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33.197-205.							
EXAMINER <i>[Signature]</i>				DATE CONSIDERED <i>11/9/07</i>					
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	APPLICANT Neal et al.	
	FILING DATE 11/30/01	GROUP 3629

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EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
DR	7,249,033	07/24/07	Close et al.			
	7,249,032	07/24/07	Close et al.			
	7,249,031	07/24/07	Close et al.			
	7,240,019	07/03/07	Delurgio et al.			
	7,130,811	10/31/06	Delurgio et al.			
	7,092,918	08/15/06	Delurgio et al.			
	7,092,896	08/15/06	Delurgio et al.			
	6,553,352	04/22/03	Delurgio et al.			
	6,009,415	12/28/99	Shurling et al.			
	5,902,351	05/11/99	Streit et al.			
DR	4,916,443	04/10/90	Barrett et al.			

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
DR	WO 00/705560	11/23/00	Ren et al.				
DR	WO 97/46950	12/11/97	Karaev et al.				
DR	WO 00/70519	11/23/00	Falic et al.				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

DR	"Supplementary European Search Report", Application No. 02719197.2-2221 dated February 2, 2007.
DR	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only).
DR	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56.

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11/9/07

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